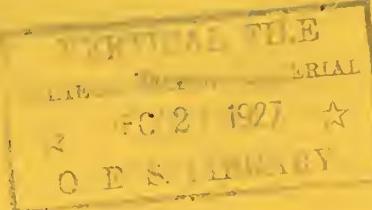


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NUMBER 99



DECEMBER 2, 1927

EXTENSION SERVICE
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

ZI

THIS LOOKS GOOD

WHAT DO YOU MEAN?

H. W. Hochbaum
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THE COUNTY AGENT who wants to teach certain desirable improvements to large numbers of people has found that he must translate technical terms and general principles into language which "he who runs may read." Otherwise there is lack of interest and misunderstanding on the part of those he is trying to reach.

Thus the farmers in Berks County, Pa., readily understood what the "better wood-lots" campaign was about. The name meant more than "forest" or "woodland management." Every envelope stuffer, colored circular letter, window display, bulletin, or other device used during the year to arouse and maintain interest, carried the name of the campaign and the following specific injunctions what to do:

- | | | |
|-------------------|--------------------------------|---------------------------------|
| Cut - | (1) Crooked trees. | (4) Slow-growing trees. |
| | (2) Short bushy-covered trees. | (5) Poor timber trees. |
| | (3) Diseased trees. | (6) Some trees where too thick. |
|
Save - | (1) Straight trees. | (4) Fast-growing trees. |
| | (2) Tall well-crowned trees. | (5) Good timber trees. |
| | (3) Sound trees. | (6) Enough trees per acre. |

These injunctions were amplified in press and bulletin material, and illustrated in window displays and at demonstration meetings. The directions were clear enough so that any person who saw the appeal did not have to ask "What do you mean?"

This campaign was most successful. During 1927, 125 farmers enrolled in the campaign. It will be conducted in Berks County during the coming winter. Other county agents have become interested and the specialists and the supervisor of county agents are planning to help agents in five additional counties to outline detailed plans for better woodland campaigns this year.

